

# CHRIS CAO

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## EDUCATION

**Master of Management Analytics**, Smith School of Business, Queen's University, Toronto, ON **2019 - Present**

- Highlight Courses: Big Data Analytics, Predictive Modelling, Machine Learning & AI, Marketing Analytics
- Overall GPA: 4.0

**Bachelor of Applied Mathematics - Statistics Stream (Co-op Program)**, University of Toronto, Toronto, ON **2010-2016**

- Dean's List award for 2012-2013

## PROFESSIONAL EXPERIENCE

**BI Data Analyst – Business Analytics**, Allstate Canada, Markham, ON **2019 - Present**

- Managed Requote/Winback Marketing Project's Data **ETL** Process and created BI dashboards for senior-level executives
- Participated in Report Migration Project by devising automation scripts using **SSIS** packages and **SAS/SQL** which successfully shorten the data extraction/preparation processing time by **50%**
- Developed and implemented databases, data collection systems, data analytics to optimize statistical efficiency/quality
- Identified and interpreted trends or patterns in complex data sets by using advanced predictive modelling techniques

**Business System Analyst**, Portfolio Aid Inc., Toronto, ON **2017 - 2019**

- Created test plans, test scenarios, test cases to address areas such as database impacts, software scenarios
- Designed automation framework and developed data-driven test scripts to execute regression and functional SIT testing
- Developed and optimized risk rating models to generate ratings custom-mapped to client's risk and investment objective
- Led meeting with clients to discuss new projects opportunities which increased semi-annual revenue by **10%**

**Marketing Data Analyst**, Bell Canada, Toronto, ON **2016 - 2017**

- Gathered modelling data through multiple data sources, including survey results, web scraping, and Facebook Analytics API
- Performed in-depth data analysis to identify key metrics and derive meaningful and actionable business insights
- Built over **8** visually impactful BI dashboards by using **Excel** pivot tables and **Tableau**
- Managed team of **3** analysts by providing acclimating support and on-going technical training

**BI Analyst**, Sunlife Financial, Toronto, ON **2015**

- Involved in Business Object Migration Project to manage BI reports ODBC connections and parameter configurations
- Validated data cleanliness, completeness, and accuracy of large datasets through designing testing procedures
- Recognized as an extremely productive and efficient employee by achieving **50%** above average of performance metric

**QA Analyst**, CIBC, Toronto, ON **2015**

- Devised **SAS** scripts and **SQL** modules to perform back-end data integrity testing
- Attended project meetings with developers and end-users to gather business requirements and technical specification
- Formulated process innovation strategies to enhance testing process workflow aimed at increasing team efficiency by **30%**

## PROJECT EXPERIENCE

**Kaggle Competition - House Price Prediction with Lasso/Ridge Implementation**, Toronto, ON **2014 – 2015**

- Conducted Exploratory Data Analysis by performing missing data imputation, outlier and correlation analysis
- Detected and minimized the impact from multicollinearity, non-normality, and established best fit LASSO regression model by tuning model parameters and achieved **top 3** in a class of around 110 students (Top 20% in Kaggle Competition)

## SKILLSET

- Data Analysis/BI: **SAS**, **SQL**, **Python**, **R**, ETL framework, **Tableau**, **Power BI**, Business Object, **SSIS** and Visio Studio
- Programming: UNIX, Perl and Web Programming (**HTML**, **CSS**, **XML**, **JavaScript**), Octave, MATLAB
- Software/Tools: **Excel** (Pivot tables, Data Analysis, Solver), **VBA** Macro, MS Office Suite (Word, PowerPoint)
- Soft skills: Teamwork, Communication, Dependable, Problem Solving, Time Management, Self-initiative